AMERICA'S FARMERS MARKET CELEBRATION™
by American Farmland Trust

Communications Toolkit

Find more information and endorse your favorite market at
markets.farmland.org

Introduction

America's Farmers Market Celebration™ (AFMC) is the only annual ranking of the top farmers markets in the United States as voted on by the public. Since 2008, the AFMC has highlighted the important role farmers markets play in communities across the nation while celebrating the farmers, staff, and volunteers who make markets happen. While they've long served as pillars of local food in urban centers and town squares, in recent years, farmers markets have gained the national recognition they deserve as essential businesses that power farmers and communities to thrive.

The AFMC database and interactive map on markets.farmland.org contains more than 7,000 listings and allows anyone in America to find local farmers markets wherever they live or visit.

The 18th annual AFMC will run August 1 through September 30, 2026, on markets.farmland.org. It is a fun celebration that can help your favorite farmers market earn national recognition and local prestige. By encouraging voting, you can help your market take home a piece of the $15,000 in awards. Whether you are a market manager, market vendor, or a dedicated farmers market shopper, you'll find information below that will help you make the most of the 2026 Celebration.

Connect With Us

- Find your market, vote, and access resources: http://markets.farmland.org
- Email us: marketinfo@farmland.org
- Like American Farmland Trust on Facebook
- Follow @americanfarmlandtrust on Instagram

- Follow @americanfarmlandtrust on Threads
- Follow American Farmland Trust on LinkedIn
- Subscribe to American Farmland Trust on YouTube
- Follow @Farmland on X
- Sign-up for email updates: https://farmland.salsalabs.org/afmc-updates/index.html

In This Toolkit

This toolkit was developed to help farmers market managers, vendors, and shoppers effectively promote participation in the 2026 AFMC. Encouraging your contacts and supporters to vote in the 2026 AFMC is the best way to help your market earn national recognition, cash prizes, and more!

- Farmers Market Celebration Overview and Messaging Points
- Sample Press Release
- Sample Email
- Sample Blog/Language for E-Newsletters and Websites
- Sample Social Media Posts
- Printable Marketing Templates, Infographics and More

SHOP MERCH

2026 *America's Farmers Market Celebration* Overview and Messaging Points

Overview

Rules and Timing

The 18th annual *America's Farmers Market Celebration* will recognize the most popular markets in the nation for 2026. This year's AFMC will run from August 1 – September 30, 2026. The winners are chosen through votes cast on the AFMC website at markets.farmland.org. **Each email address can cast one vote**, and voting will close promptly at 5 p.m. ET / 2 p.m. PT on September 30.

Prizes and Recognition

This year, AFT will award total cash prizes of $15,000. The breakdown of prize money is as follows: $2,500 for first, $2,000 for second, $1,500 for third, $1,250 for fourth, $1,000 for fifth, sixth, seventh, eighth, and $875 for ninth, and tenth place. In addition to the prize money, the top markets also receive national and local press coverage, complimentary American Farmland Trust, No Farms No Food® gear, and other special swag to show off!

The AFMC also identifies the top markets in each state as well as in the Northeast, Southeast, Midwest, Southwest, and Pacific regions.Celebration, not Competition

We believe that every farmers market in America is special in its own way. Big or small, in cities or rural towns, farmers markets nourish their communities while helping local farmers, food makers, and artisans thrive. While the AFMC does rank America's favorite markets, our intention is to lift up the vital role farmers markets play across the country. The AFMC database and interactive map on markets.farmland.org has a comprehensive listing of farmers markets in the United States, containing more than 7,000 listings and allowing anyone in America to find local farmers markets wherever they live or visit.

Key Message Points

About the *America's Farmers Market Celebration* (AFMC)

- The *America's Farmers Market Celebration* is a yearly event held since 2008 and is currently presented by American Farmland Trust
- AFMC is the only annual ranking of the top farmers markets in the United States as voted on by the public

- The 2026 AFMC runs August 1 - September 30, 2026, and will award $15,000 in total prizes to the top ten farmers markets nationally.

About American Farmland Trust

- We're a **nonprofit** working since 1980 to "save the land that sustains us." *We protect agricultural land, promote environmentally sound farming practices, and keep farmers on* the land.
- We're the **only national agricultural organization of its kind** recognizing the connection between the Land, the Practices employed on that land, and the People who steward that land, our farmers and ranchers.
- We've helped **protect 8 million of acres of farmland** from being converted into housing lots, strip malls, and warehouses.
- **We've supported a half million farm and ranch families** in multiple ways, including helping many adopt regenerative practices that enhance their own success, while helping heal the planet.

Press Release Template

When sending to media outlets, include a photo from your local farmers market, your market's logo and the *America's Farmers Market Celebration* logo. If desired, contact AFT Media Relations Associate Michael Schulman at mschulman@farmland.org to obtain a quote and additional assistance from AFT staff.

Community Support Needed to Help [Your Market Name] Be Crowned the Top Market in America

FOR IMMEDIATE RELEASE
Date
Media Contact (Your name, email, and phone number)

[Your town, state, date] – Today, **[Your Market Name]** is encouraging supporters to cast their vote in the 18th annual *America's Farmers Market Celebration™* by American Farmland Trust. Between August 1 - September 30, 2026, visit markets.farmland.org, find your favorite market, and vote to put it in the running for national recognition and cash prizes.

In 2026, the Celebration will award $15,000 in total cash awards to the top ten markets in America--$2,500 for first, $2,000 for second, $1,500 for third, $1,250 for fourth, $1,000 for fifth, sixth, seventh, eighth, and $875 for ninth, and tenth place. These funds will be awarded to markets for marketing, communications, and other needs that help expand the market's reach and impact.

American Farmland Trust, a national nonprofit dedicated to saving farmland, promoting sound farming practices, and keeping farmers on the land, has run the Celebration for 18 consecutive years, elevating the increasingly essential role farmers markets play in providing communities with access to fresh, locally grown food and connecting farmers directly with their customers.

"In many regions, farmers markets have been vital to keeping existing farms in business, enabling new farms to get started, and creating jobs and opportunity in these communities," said John Piotti, American Farmland Trust president and CEO. "At AFT, we believe that every farmers market in America is special in its own way, helping to connect farmers to customers, customers to healthy food, and the community to the local food system."

[Insert quote from a spokesperson for your farmers market about why you think your market deserves to be recognized]

To learn more and participate, visit markets.farmland.org today. **(Brief sentence about a particular program you're proud of at your farmers market.** The Celebration will run during the summer season and end promptly at 5 p.m. ET on September 30, 2026.

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Email Template

Customize this template for a list of email supporters to drive votes for your market. Remember to ask your supporters to vote regularly throughout the summer. The more you ask, the more votes you'll receive!

Subject line: Help crown us America's favorite farmers market…and take home $2,500!

Dear **First name,**

Do you think **[Your Market Name]** is one of the best in the country? We hope so because we need your help!

Each summer, American Farmland Trust recognizes America's favorite farmers markets through their annual *America's Farmers Market Celebration*™. This summer, cast your vote for **[Your Market Name]** between August 1 - September 30, 2026, to help us take home the top spot and the $2,500 prize.

Voting in *America's Farmers Market Celebration* is easy. Simply head to [**URL for Your Market's Page on Markets.Farmland.Org**] between August 1 - September 30, 2026, and click the vote button. That's it. You can also find our market's page by visiting markets.farmland.org and finding us on an interactive map of farmers markets across the country.

This year, **[Your Market Name]** is **[what your market is doing to support your community].**

Thanks for your help, and we'll see you at the market!

Blog Post Template

Share this post on your blog or ask an influential blogger in your community or region to post on your behalf. Include a photo from your local farmers market, as well as your market's logo and the *America's Farmers Market Celebration* logo.

Title: Help [Your Farmers Market] Earn the Title of America's Favorite Farmers Market

While they've long been pillars of local food in urban centers and town squares, in recent years, farmers markets have gained the national recognition they deserve as essential businesses that enable farmers and communities to thrive.

This year, **[Your Farmers Market]** is participating in the *America's Farmers Market Celebration*™ (AFMC), the only annual ranking of the top farmers markets in the United States as voted on by the public. Since 2008, AFMC has highlighted the important role farmers markets play in communities across the nation while celebrating the farmers, staff, and volunteers who make markets happen.

The 18th annual AFMC, set to run between August 1 and September 30, 2026, on markets.farmland.org, is a fun celebration that can help our market earn national recognition and local prestige. With votes from supporters like you, we hope to take home part of the $15,000 prize pool. This money would help us … **[What your market could do with the prize money]**

If you have ever been to **[Your Farmers Market]**, you already know it's the gold standard for farmers markets in the region. If you haven't, here are a few reasons why **[Your Market Name]** deserves nationwide recognition:

[What your market is doing to support your community]

To vote for our market, visit **[URL of Your Market's Unique Page]** today!

Social Media

Posting regularly about the AFMC on social media platforms is one of the best ways to remind your supporters to vote for your market all summer long. Below, you'll find sample social media posts that can be used in your marketing and promotion. Customize the posts and add a direct link to your market's page on markets.farmland.org. Use the hashtags #FarmersMarketCelebration and #NoFarmsNoFood to help us grow the national conversation about the best of America's local farmers markets.

Facebook Suggested Posts

You can help us take home bragging rights (and $2,500!) as America's favorite farmers market by voting in the 18th annual America's Farmers Market Celebration™, presented by @AmericanFarmlandTrust. Head to **[URL of Your Market's Unique Page]** and cast your vote today!

Did you know that America's Farmers Market Celebration™ is the only annual ranking of the top farmers markets in the United States as voted on by the public? Help us take home the top spot and part of the $15,000 prize pool by encouraging your family and friends to vote through September 30, 2026, by visiting **[URL of Your Market's Unique Page]**.

Instagram Suggested Posts

This summer, recommend us as one of the nation's best farmers markets in the 18th annual America's Farmers Market Celebration™ by @americanfarmlandtrust. Your endorsement could help us earn national recognition and a piece of the $15,000 prize pool! Vote today at **[URL of Your Market's Unique Page]**.

Every farmers market in America is special in its own way, but we happen to think that ours is one of the best in the nation! This summer, help us take home the $2,500 top prize in the 2026 America's Farmers Market Celebration™, presented by @americanfarmlandtrust. Through September 30, visit **[URL of Your Market's Unique Page]** to cast your vote for us. Remember to tell your friends and family to vote too!

Printable Marketing Templates, Infographics, and More!

We're excited to make new printable rack cards and poster templates available to help get the word out about the 2026 *America's Farmers Market Celebration*™ at your next community event. All of them are completely customizable. Print these resources and hand them out to customers at your market, post them on vendor tents, or send them out with your other promotional materials throughout the summer. These templates contain QR codes that allow your market's supporters to take a quick picture and get right to your market's page on markets.farmland.org. You will need to re-insert your own farmers market website URL into the QR Code settings or can leave it as is, which will direct you to our markets.farmland.org home page.

For digital and social media promotion, we've created fully customizable graphics formatted for Facebook, Instagram, you can use in emails, on your website, and on social media platforms all summer long to encourage your friends, family, and market shoppers to vote for you in the 2026 *America's Farmers Market Celebration*.

By accessing these resources, users agree to and are granted a limited, non-exclusive, non-transferable, worldwide license (without the right to sublicense) to use *America's Farmers Market Celebration* name and the logos, trademarks, and other intellectual property included in these resources for the limited purpose of informing the public of the mission, purposes, and activities of AFMC.